

**EMAC6375: Research Methodologies in Emerging Media and Communication
Fall 2014**

Instructor: Dr. Rosanna E. Guadagno (phonetic pronunciation: Gwadanyo)

Class location: ATC 2.302

Time: Wednesdays 7:00 p.m. to 9:45 p.m.

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Office Location: ATC 2.913

Office Hours: Wednesdays from 6 p.m. to 7 p.m. and by appointment.

Course Website: <http://coursebook.utdallas.edu/emac6375.501.14f>

Required Texts:

American Psychological Association. (2010). *The Publication Manual of the American Psychological Association* (6th ed.). Washington, DC: Author.

Pallant, J. (2010). *SPSS Survival Manual (5th edition)*. Maidenhead, UK: Open University Press. [Available in our library for online check out: <http://utd.ebib.com.libproxy.utdallas.edu/patron/FullRecord.aspx?p=744152>]

Whitley, B. E., & Kite, M. K. (2013). *Principles of Research in Behavioral Science* (3rd ed.). New York: Routledge. [You can rent from half.com or Amazon.com]

Course Description:

Why do people do things that make sense? What role does the use of emerging media and communication processes have in people's thoughts and behavior? The purpose of this course is to provide you with a theoretical and practical introduction to how social scientists conduct research using experimental design and inferential statistics – the primary tools that scientists use to draw cause and effect conclusions about the topics they research. Over the course of this semester, students in this class will learn about the most widely used research methodology and data analysis techniques used in Emerging Media and Communication (EMAC). This class will take a “hands on” approach to the instruction of experimental research methodologies. We will cover all steps involved in the scientific method ranging from the initial development of research ideas, the selection of experimental details such as the designation of the independent and dependent variables, the data collection process, data analysis and reporting, and finally the manuscript preparation and publication process.

Course Goals:

At the end of this course, you should be able to:

- 1) To develop research ideas by utilizing knowledge provided by existing theory and research
- 2) To design methodologically sound experiments
- 3) To conduct ethical research on human subjects
- 4) To analyze data collected in an experiment
- 5) To report the results from an experiment in an APA style format
- 6) To apply your knowledge of research methodology to your own scholarship

Class time will focus on the conceptual aspects of experimental design, such as developing research questions, finding or developing dependent measures, proper sampling of research participants, designing research methodology, analyzing data, and reporting the results of these analyses. Throughout the semester, course instruction and student assignments will follow the guidelines set in the Publication Manual of the American Psychological Association (6th ed.), as is the most common style used in our journals.

Lecture Slides and Required Readings: I expect you to read each assigned chapter or article before the relevant class period. Since research indicates that taking notes improves learning and retention, come prepared to take notes. I will provide outlines of material *when* I lecture. Although this is a content heavy course, I prefer to *talk with you* rather than at you, so expect to participate in class discussions and activities.

Lecture vs. Lab: Depending on whether the class period will be focused on learning new material or learning how to conduct a new data analysis technique in SPSS, we will sometimes meet for class in an SPSS lab elsewhere on campus. I will announce these dates in advance and we will likely move over to the lab for the second half of class.

COURSE CLIMATE:

- Cellular telephones should be turned off prior to coming into the classroom or computer lab. If a unique situation requires that you keep your cell phone or pager on during class, please see Dr. Guadagno **before** class begins. Failure to comply with this guideline may result in Dr. Guadagno answering a call from your mom 😊
- While I understand that some people take better notes on Laptops, iPads, or other forms of technology, use of electronics for any other reason in class will result in the loss of participation points. So, please log out of email, Facebook, Twitter, etc. prior to the start of class.
- Mutual respect is expected by all members of this class. Failure to treat members of this class, including your professor, with respect will have a negative effect on your participation grade.

Grading: Your grade will be based on your performance in multiple areas. The actual breakdown is as follows:

Source	Percentage
Exams	35% of your total grade
Presentation	15% of your total grade
Paper	20% of your total grade
Homework	15% of your total grade
Participation	15% of your grade

Exams: The exams are designed to assess your knowledge and understanding of statistics and research methods. They will use a short-answer format and will primarily cover

conceptual issues. They will be closed-book exams, but you will have access to any formulas and tables that you might need to answer the questions. The exams will be based on both the assigned readings and material covered in lecture. Makeup exams are available if you are ill or are subject to a family emergency.

Participation: In addition to classroom citizenship, I expect students to come to class prepared to discuss material in the assigned readings. Active participation will enhance your mastery of the material and enhance your critical thinking skills.

Homework: At the end of class each week, I will give you an assignment for the following week. Sometimes, they will be as simple as to come to class with comments and questions on the reading assignments. Other times, I will ask you to take a concept presented in class and in the relevant readings and apply it to your own research interests. All assignments are intended to help you master the material. Rather than grading these assignments, you will receive individual constructive feedback on them every week. Improvement over time or consistently high quality work will receive the most points on this dimension.

Paper: To assess your ability to apply course content to your own scholarship, you will be asked to write an APA Style research proposal in which you develop your own research idea, design a study, propose data analyses, and potential implications. Some homework and in class assignments will be geared toward helping you develop your idea. It will be due **Wednesday December 17, no later than 10 pm and must be uploaded electronically.**

Grading scale: Grades will be assigned according to the following scale:

A 93% or higher	A- 90%-92%	B+ 87%-89%
B 83%-86%	B- 80%-82%	C+ 77%-79%
C 73%-76%	C- 70%-72%	D+ 67%-69%
D 63%-66%	D- 60%-62%	F 59% or lower

Class Schedule for Fall 2014:

Date	Topic
8/27	Class overview
9/3	Research Ideas & Research Strategies
9/10	Ethics in Research
9/17	Measurement & Statistics
9/24	Experimental Designs
10/1	Correlational Designs
10/8	Descriptive Designs
10/15	Data Collection
10/22	Data Analysis 1
10/29	Data Analysis 2
11/5	Interpreting Results
11/12	Manuscript Preparation & Wrap Up
11/19	Student Presentations
11/26	No Class – Thanksgiving Break
12/3	Student Presentations
12/10	Individual Meetings – No Class
12/17	Research Proposal Due by 10 pm

The descriptions and timelines contained in this syllabus are subject to change at Dr. Guadagno's discretion.

UT Dallas Syllabus Policies and Procedures

Now for the fine print (adopted from <http://go.utdallas.edu/syllabus-policies>)

Technical Support

If you experience any problems with your UT Dallas account you may email assist@utdallas.edu or call the UT Dallas Computer Help Desk at 972-883-2911.

Student Conduct and Discipline

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations, which govern student conduct and activities. General information on student conduct and discipline is contained in the UT Dallas printed publication, *A to Z Guide*, which is available to all registered students each academic year.

The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the *Rules and Regulations, Series 50000*, Board of Regents, The University of Texas System, and in *Title V, Rules on Student Services and Activities* of the university's *Handbook of Operating Procedures*. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391) and online at <http://www.utdallas.edu/judicialaffairs/UTDJudicialAffairs-HOPV.html>.

A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

Students are expected to be attentive during class and to participate actively in group activities. Students are expected to listen respectfully to faculty and to other students who are speaking. Racism, sexism, homophobia, classism, ageism, and other forms of bigotry are inappropriate to express in class. Classes may discuss issues that require sensitivity and maturity. Disruptive students will be asked to leave and may be subject to disciplinary action.

Academic Integrity

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Scholastic Dishonesty: Any student who commits an act of scholastic dishonesty is

subject to discipline. Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, submitting for credit any work or materials that are attributable in whole or in part to another person, taking an examination for another person, or any act designed to give unfair advantage to a student or the attempt to commit such acts.

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source, is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of *turnitin.com*, which searches the web for possible plagiarism and is over 90% effective.

Email Use

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's UT Dallas email address and that faculty and staff consider email from students official only if it originates from a UT Dallas student account. This allows the university to maintain a high degree of confidence in the identity of all individuals corresponding and the security of the transmitted information. UT Dallas furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at UT Dallas provides a method for students to have their UT Dallas mail forwarded to other accounts. **When you do contact me via email, please make it clear that you are a student in this class. If your inquiry is urgent, please feel free to call my office or stop by my office hours.**

Withdrawal from Class

The administration of this institution has set deadlines for withdrawal from any college-level courses. These dates and times are published in that semester's course inventory and in the academic calendar. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, a professor or other instructor cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.

Student Grievance Procedures

Procedures for student grievances are found in university policy [UTDSP5005](http://policy.utdallas.edu/utdsp5005) (<http://policy.utdallas.edu/utdsp5005>). In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originated.

Incomplete Grade Policy

As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An

incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of F.

Disability Services

It is the policy and practice of The University of Texas at Dallas to make reasonable accommodations for students with properly documented disabilities. However, written notification from the Office of Student AccessAbility (OSA) is required. If you are eligible to receive an accommodation and would like to request it for a course, please discuss it with an OSA staff member and allow at least one week's advanced notice. Students who have questions about receiving accommodations, or those who have, or think they may have, a disability (mobility, sensory, health, psychological, learning, etc.) are invited to contact the Office of Student AccessAbility for a confidential discussion.

The primary functions of the Office of Student AccessAbility are to provide:

1. Academic accommodations for students with a documented permanent physical, mental or sensory disability.
2. Non-academic accommodations
3. Resource and referral information and advocacy support as necessary and appropriate.

OSA is located in the Student Services Building, suite 3.200. They can be reached by phone at (972) 883-2098, or by email at disabilityservice@utdallas.edu.

Religious Holy Days

The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, *Texas Code Annotated*.

The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.

If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or

designee must take into account the legislative intent of *TEC 51.911(b)*, and the student and instructor will abide by the decision of the chief executive officer or designee.

Avoiding Plagiarism

[Adapted from Duke University's guidelines for writers]

Take time to make careful choices among--and learn to use--the research tools available to you. You will probably find that your favorite web search engine is not adequate by itself for college-level research. Consult with your professor or a librarian. You may need to use specialized research tools, some of which may require learning new searching techniques.

Expect to make trips to the library. While you can access many of the library's resources from your home computer, you may find that you need to make several trips to use materials or research tools that are not accessible remotely. Of course, you will be seeking the best information, not settling for sources simply because they happen to be available online.

Allow time for gathering materials that are not available at UT Dallas. The InterLibrary Loan Office can borrow articles and books from other libraries, but this process takes additional time.

Allow time for reading, rereading, absorbing information, taking notes, synthesizing, and revising your research strategy or conducting additional research as new questions arise.

Sloppy note-taking increases the risk that you will unintentionally plagiarize. Unless you have taken note carefully, it may be hard to tell whether you copied certain passages exactly, paraphrased them, or wrote them yourself. This is especially problematic when using electronic source materials, since they can so easily be copied and pasted into your own document.

Identify words that you copy directly from a source by placing quotation marks around them, typing them in a different color, or highlighting them. (Do this immediately as you are making your notes. Don't expect to remember days or weeks later what phrases you copied directly.) Make sure to indicate the exact beginning and end of the quoted passage. Copy the wording, punctuation and spelling exactly as it appears in the original.

Jot down the page number and author or title of the source each time you make a note, even if you are not quoting directly but are only paraphrasing.

Keep a working bibliography of your sources so that you can go back to them easily when it's time to double-check the accuracy of your notes. If you do this faithfully during the note-taking phase, you will have no trouble completing the "works cited" section of your paper later on.

Keep a research log. As you search databases and consult reference books, keep track of what search terms and databases you used and the call numbers and URLs of information

sources. This will help if you need to refine your research strategy, locate a source a second time, or show your professor what works you consulted in the process of completing the project.

You must cite direct quotes.

You must cite paraphrases. Paraphrasing is rewriting a passage or block of text in your own words. If you paraphrase, you must still cite the original source of the idea.

You must cite ideas given to you in a conversation, in correspondence, or over email.

You must cite sayings or quotations that are not familiar, or facts that are not "common knowledge." However, it is not necessary to cite a source if you are repeating a well known quote or familiar proverb. Common knowledge is something that is widely known. For example, it is widely known that Bill Clinton served two terms as president; it would not be necessary to cite a source for this fact.

These types of sources should be cited as well. Printed sources: Books, parts of books, magazine or journal articles, newspaper articles, letters, diaries, public or private documents; *Electronic sources:* Web pages, articles from e-journals, newsgroup postings, graphics, email messages, software, databases; *Images:* Works of art, illustrations, cartoons, tables, charts, graphs; *Recorded or spoken material:* Course lectures, films, videos, TV or radio broadcasts, interviews, public speeches, conversations.

Resources to Help You Succeed

The GEMS Center (located within the Conference Center) provides a wide array of free academic support and enhancement for UT Dallas undergraduate students. Offerings include, but are not limited to, a Math Lab and Writing Center, Peer Tutoring (with a focus on science, technology, engineering and math courses), test review sessions, and academic success coaching. The current menu of services, schedules, and contact information is posted on the GEMS website: <http://www.utdallas.edu/ossa/gems/>. [Added July 2010]

